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SUBJECT: ROMANIA: SUCCESSFUL START TO GLOBAL ENTREPRENEURSHIP WEEK

REF: STATE 112998

¶1. In response to reftel call for posts to participate in events highlighting Global Entrepreneurship Week, post worked with Junior Achievement Romania to kick off the week at a promotional event in Bucharest on November 16th. The event attracted about 30 university students and was filmed by "The Money Channel," a local cable TV outlet focused on business and financial issues. Post's EconOff delivered an introductory speech, followed by remarks by representatives from the local sponsors, Banca Comerciala Romana (BCR), GEA Strategy and Consulting, and Gentica. One of the featured speakers was a 27-year-old entrepreneur, who noted that it was partly thanks to entrepreneurship programs he had participated in as a student that he now employs 17 people in a successful software company.

¶2. Junior Achievement Romania has arranged a series of events and competitions over the course of Global Entrepreneurship Week in the hopes of motivating the next generation of Romanian entrepreneurs. Post drew on the op-ed points from IIP to develop and distribute a press release following the event.

GITENSTEIN